

eLearning & Mobile

London, May 2010
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www.m-learning.org

The Mobile Content Landscape + Media + Web Apps

Extending learning environments

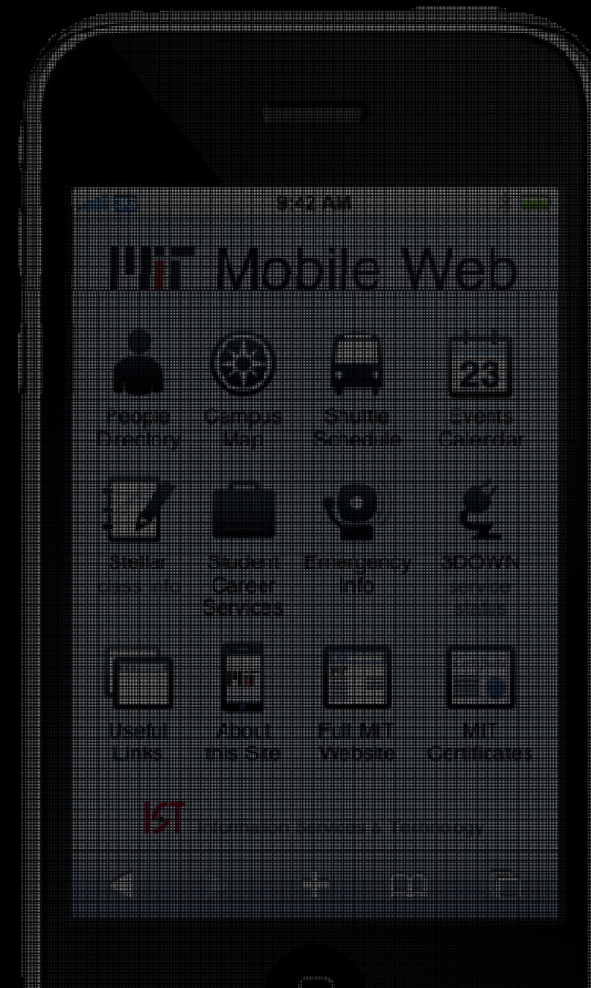
where, by whom and examples of best practice

Mobile Content Landscape

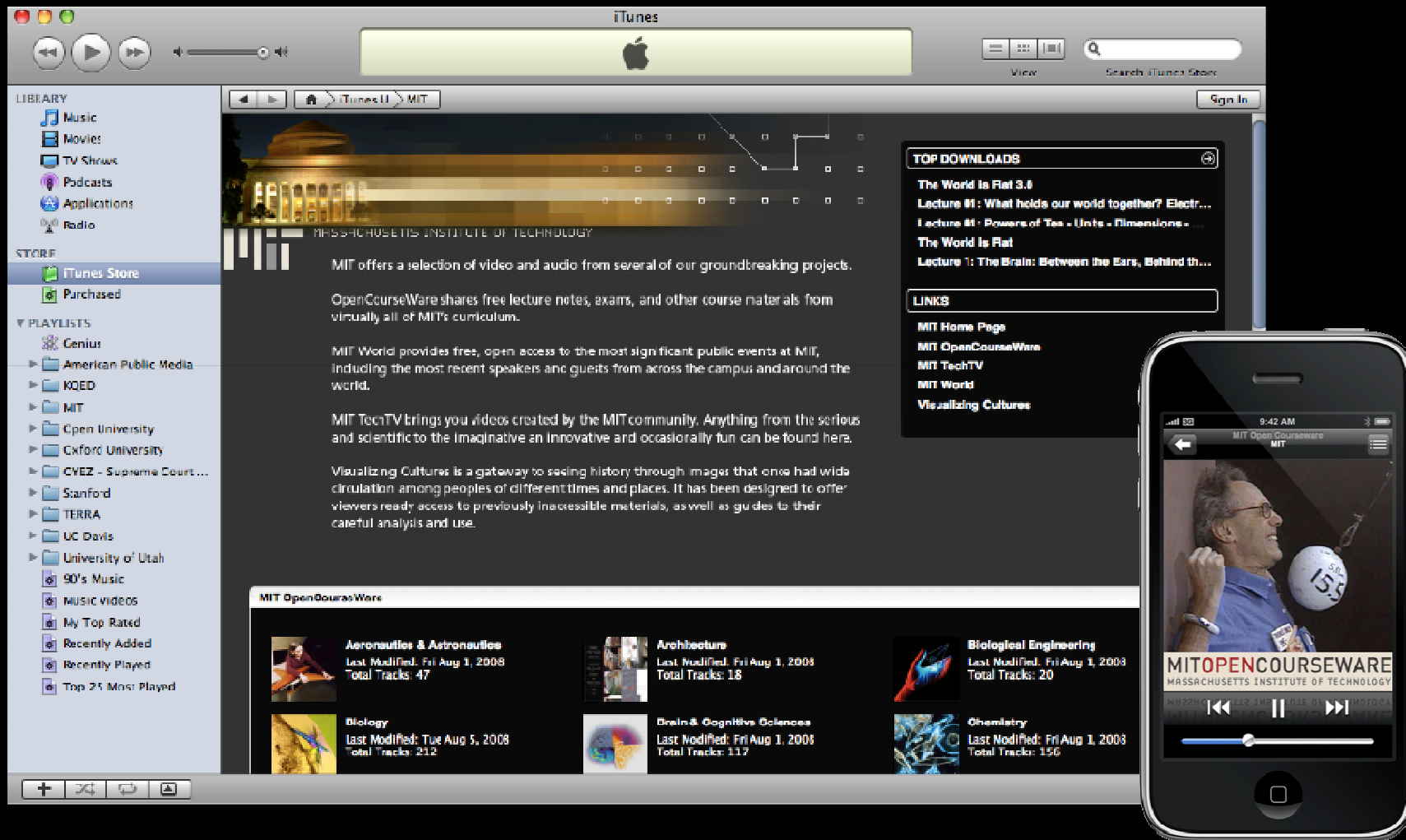
01 Media



02 Web Apps



iTunes U



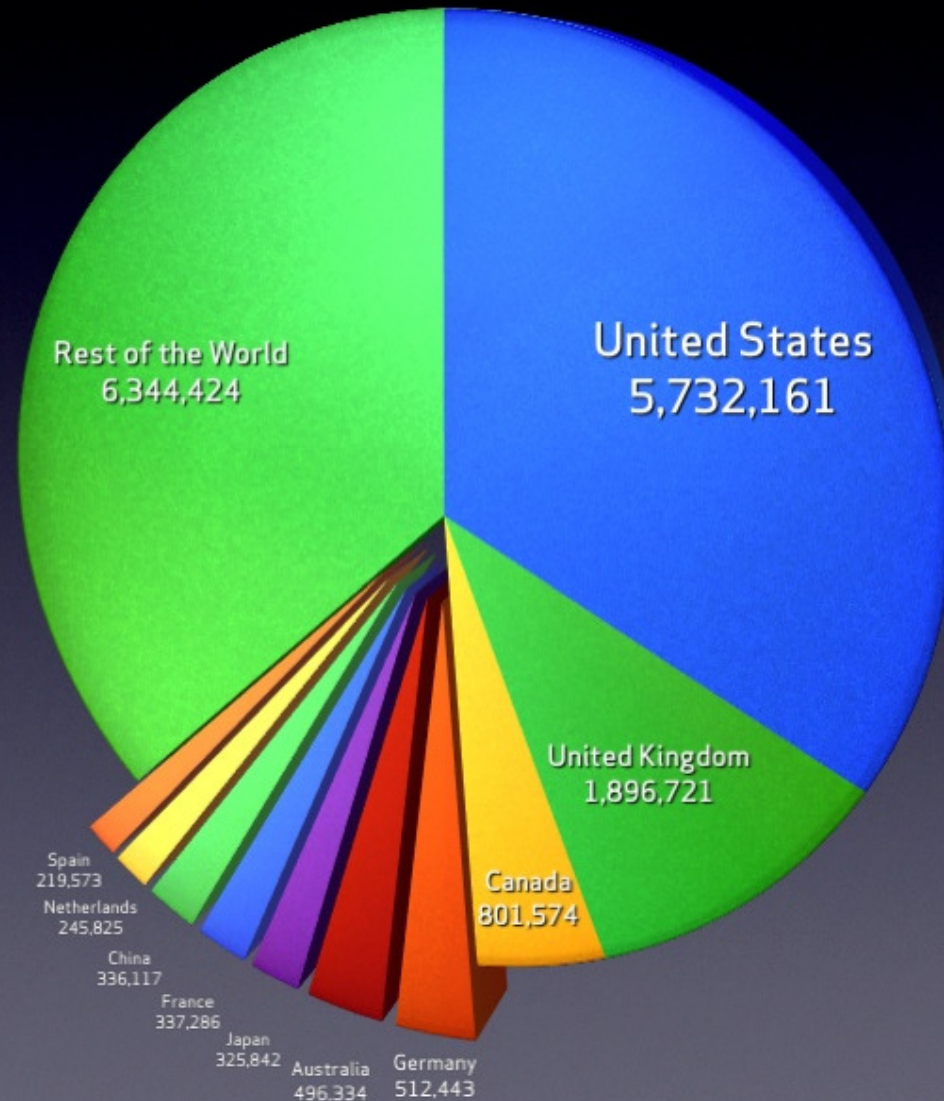




The Open University on iTunes U

Geographical breakdown of downloads

3 June 2008 - 12 April 2010



All downloads external to the Open University's intranet



The Open University

World class learning, anywhere

- *Statistics relate to the 679 days (97 weeks) since launch into iTunes U June 2008.*
- 17,248,300 downloads
- over 1,750,000 visitors downloaded files
- currently averaging 297,000 downloads a week
- 89.0% of visitors from outside the United Kingdom
- 1 in 14.3 downloaders go on to visit the OU website



The Open University

World class learning, anywhere

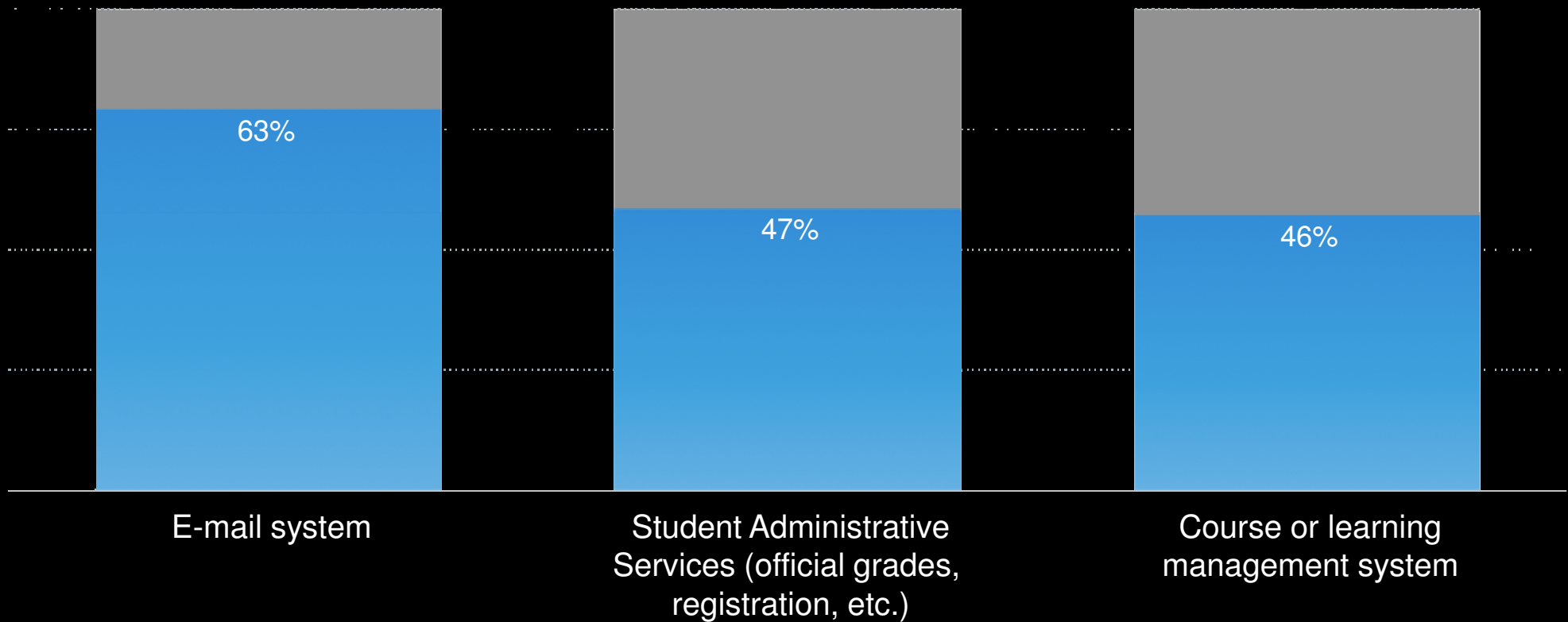
- 301 albums containing 2,598 tracks (1,112 audio, 1,486 video)
- 242 of the albums contain audio visual material taken from 140 courses currently in presentation with the Open University
- 59 of the albums contain non-course specific material
- 96% of the tracks have transcripts (in PDF format)
- Currently delivering an average* of 0.65 TB of data a week

University of Oxford



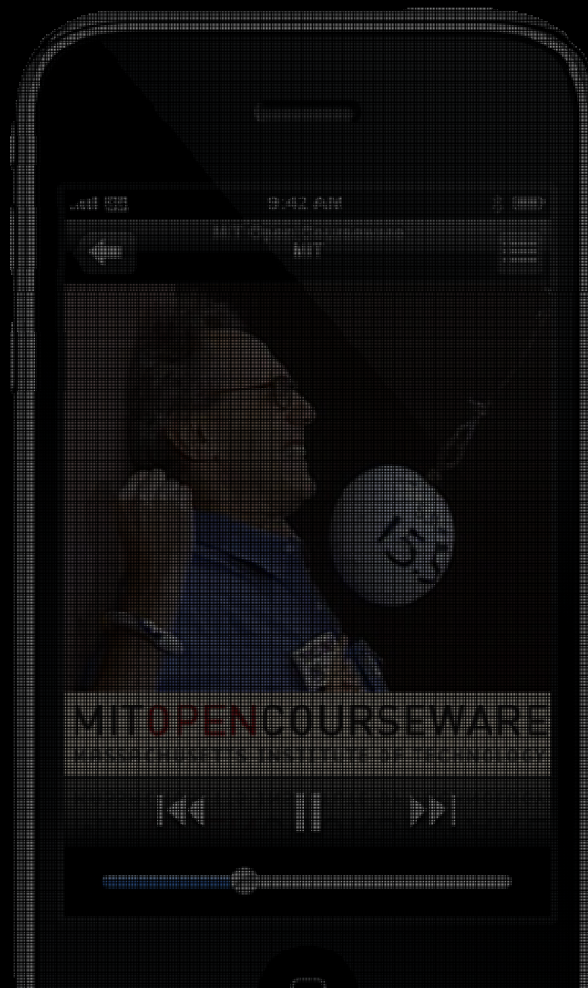
- University of Oxford on iTunes U
- 1m downloads in first 10 months
- 2,500 downloads per week on most popular RSS feeds
- 75% content audio rather than multimedia *
- predominately 1 hour lectures **

If Smartphones Were Used for Courses



Mobile Content Landscape

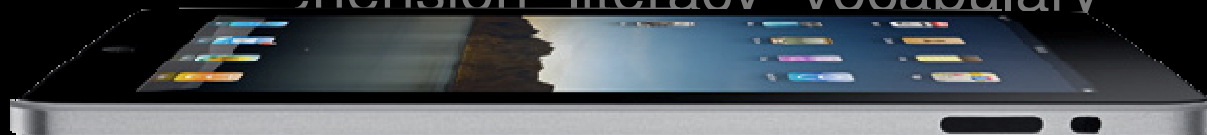
01 Media



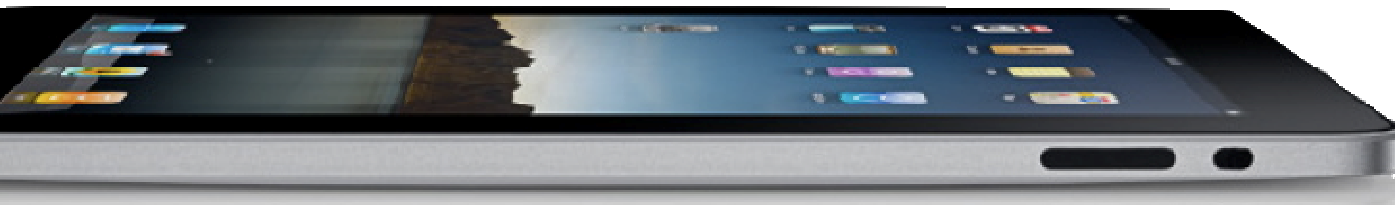
02 Web Apps



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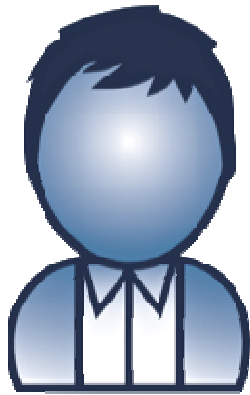


“abstracts the user from the computer”



m.oc.ac.uk





contacts



RSS news feeds



weather



podcasts

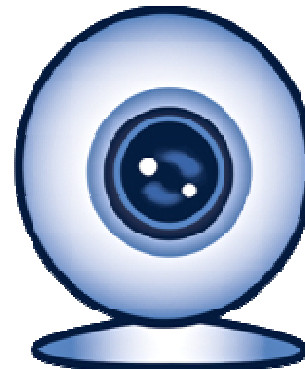
Mobile Oxford



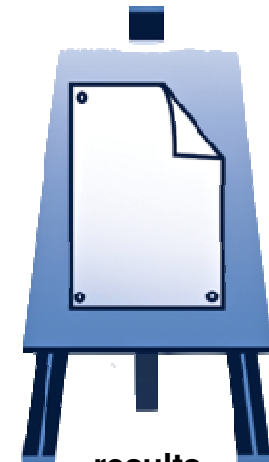
library search



maps



webcams



results

eLearning & Mobile Asia





Toyhouse.cc

Toyhouse 是一个在线学习社区 - Online Learning Community



Demo 展示

以 Java Applet、Web Application、Flash、视频录像等形式展示社区成员的作品成品。

Applications, or applets and videos, created by community members.

Learn 学习

了解社区成员的工作、项目进展以及如何加入 Toyhouse 社区。

Learn about our work, ongoing projects, and how to contribute

Do 实践

设计您自己的作品，并上传至 Toyhouse 社区供大家分享。

Create your own toy, or participate in our activities

Memo 备忘

发表正式项目报告供大家参考讨论

Publish your report here and discuss your thought with others.



数字化学习实验室
E-learning Future Lab

◇ 中文版



About Us

Our Interests

Our Community

Live in the world
Learning to *Starts Here!*

E-learning Future Lab is a cross-disciplinary research center of Peking University. On the mission of leading trends with engaging in educational technology research and establishing a learning organization with enhanceing international cooperation, our lab is now carrying on research and instruction work on E-learning with advantage of integrated strengths of Peking University in education, psychology and computer sciences.

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[sitemap](#)



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and it needs a lot of people to participate



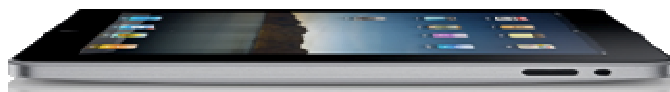
Green Long March



With the Green Long March



Learning with mobile Apps & devices



eLearning & Mobile 2010+